

DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: June 1, 2006

ITEM No. _____

CASE NUMBER/ PROJECT NAME	36-DR-2003#2 Scottsdale First Assembly Dream Center		
LOCATION	28700 N Pima Rd.		
REQUEST	Approve site plan and elevations for one sign in the Scenic Corridor and one sign on the building.		
OWNER	Dream Center-Scottsdale First Assembly 480-367-8182	ENGINEER	N/A
ARCHITECT/ DESIGNER	Debartolo Architects 602-264-6617	APPLICANT/ COORDINATOR	Jack Debartolo Debartolo Architects 602-264-6617
BACKGROUND	<p>Zoning.</p> <p>The property is zoned R1-190 ESL FO (single family neighborhoods with one house per five acres and located within the Environmentally Sensitive Lands and Foothills Overlay districts).</p> <p>Context.</p> <p>The site is located about ¼ mile north of Dynamite Boulevard on the west side of Pima Road. It is developed with a church and associated buildings.</p> <p>Adjacent Uses:</p> <ul style="list-style-type: none">• North: Vacant land zoned R1-190, ESL, FO• South: Vacant land zoned R1-190, ESL, FO• East: Vacant State Lands within the proposed Preserve Boundary zoned R1-190, ESL• West: Low density single family homes and equestrian facilities zoned R1-190, ESL, FO <p>The site has gently rolling slopes that tend to drop down from the road. Immediately behind the proposed entry sign is a small (6-8 foot tall) ridge that partially shields the buildings to the west.</p>		
APPLICANT'S PROPOSAL	<p>Applicant's Request.</p> <p>The entry sign would be placed at the southern of the two entrances into the Dream Center facility. This is the first of the <i>Scenic Corridor Monument Signs</i> to be submitted since this provision was adopted in the ordinance in October of 2005. This new section of sign standards is Section 8.411.IV. These signs are required to have DR Board approval.</p>		

The proposed entry sign would have the same rusted steel plate that is used at various places on the church buildings. The lettering would be formed of satin finish aluminum. The design is restrained and minimalistic in the same manner that the buildings on the site have been designed. The request does include the full sign width of fourteen (14) feet that is allowed subject to specific DR Board approval (the normal allowed width is ten (10) feet). The applicable language (Sec. 8.411.IV.E.3.) is: *"If the Development Review Board finds that the design enhancements are consistent with the scenic corridor design guidelines, design enhancements intended to meet the criteria listed below, shall be allowed as follows: (a) up to an aggregate four (4) feet in width resulting in a total of fourteen (14) feet in width for a five (5) foot tall sign."* This additional width allows the contemporary lettering style to be placed on the sign face in a manner that is not compressed, which would be out of character for this style. The dark and rusted metal of the sign fits the desert character desired for scenic corridors.

The building mounted sign would use the same lettering materials and style and would be mounted on the treated concrete-block building wall. This sign meets applicable ordinance standards.

Development Information:

- Existing Use: Church
- Proposed Use: Same
- Parcel Size: 24.7 acres

DISCUSSION

The proposed sign is in keeping with the character of the building design as well as the rustic character that is encouraged by the Desert Foothills Character Area Plan. Some in the neighborhood are not pleased with the contemporary design character of the buildings, yet the design as completed is restrained and reflects the raw and weathered character of the desert setting.

No formal comments have been received from the public regarding this proposal. Planning staff has received negative comments regarding temporary signage used by the church and encouraging the installation of permanent signs. The church facility was completed this past winter.

KEY ISSUES

The request includes additional width that may be approved by the DR Board (as noted above in this report).

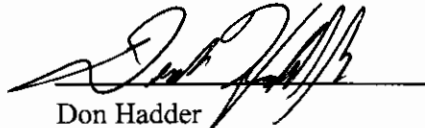
**STAFF
RECOMMENDATION**

Staff recommends approval, subject to the attached stipulations.

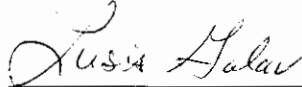
STAFF CONTACT(S)

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APPROVED BY



Don Hadder
Report Author



Lusia Galav, AICP
Director, Current Planning
Phone: 480-312-2506
E-mail: lgalav@scottsdaleAZ.gov

ATTACHMENTS

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Zoning Map
4. Site Plan
5. Colored Elevations
6. Construction details-monument sign
7. Construction details-wall sign
8. Graphics-letter styles
- A. Stipulations/Zoning Ordinance Requirements

As we near completion on the construction of PHASE 1 of the new Scottsdale First Assembly campus on Pima Road north of Dynamite, we are ready to start construction on the ground mounted sign for the church. The sign design conforms to the standards established by the City of Scottsdale and compliments the architectural character of the new building.

The proposed ground mounted sign, located in the scenic corridor, is a weathered (rusted) steel plate with aluminum letters conforming to COS letter area requirement. A large percentage of the new building is weathered steel and will match the sign in appearance. The orientation of the sign is perpendicular to PIMA ROAD, parallel to the new entry drive. This is the primary entry and exit for the campus and the building is located in excess of 500' from Pima Road. We are proposing illuminating the sign from (4) fluorescent ground lights (similar to the lighting approved for the parking lot lighting).

We believe that the simple form but rich material of this sign will blend into the desert context of North Scottsdale, while complimenting the architectural character of the new church and enriching the streetscape and not disturbing the delicate nature of the scenic corridor.

36-DR-2003#2
REV: 3/14/06

scottsdale first assembly

DREAM CENTER

monument sign in scenic corridor

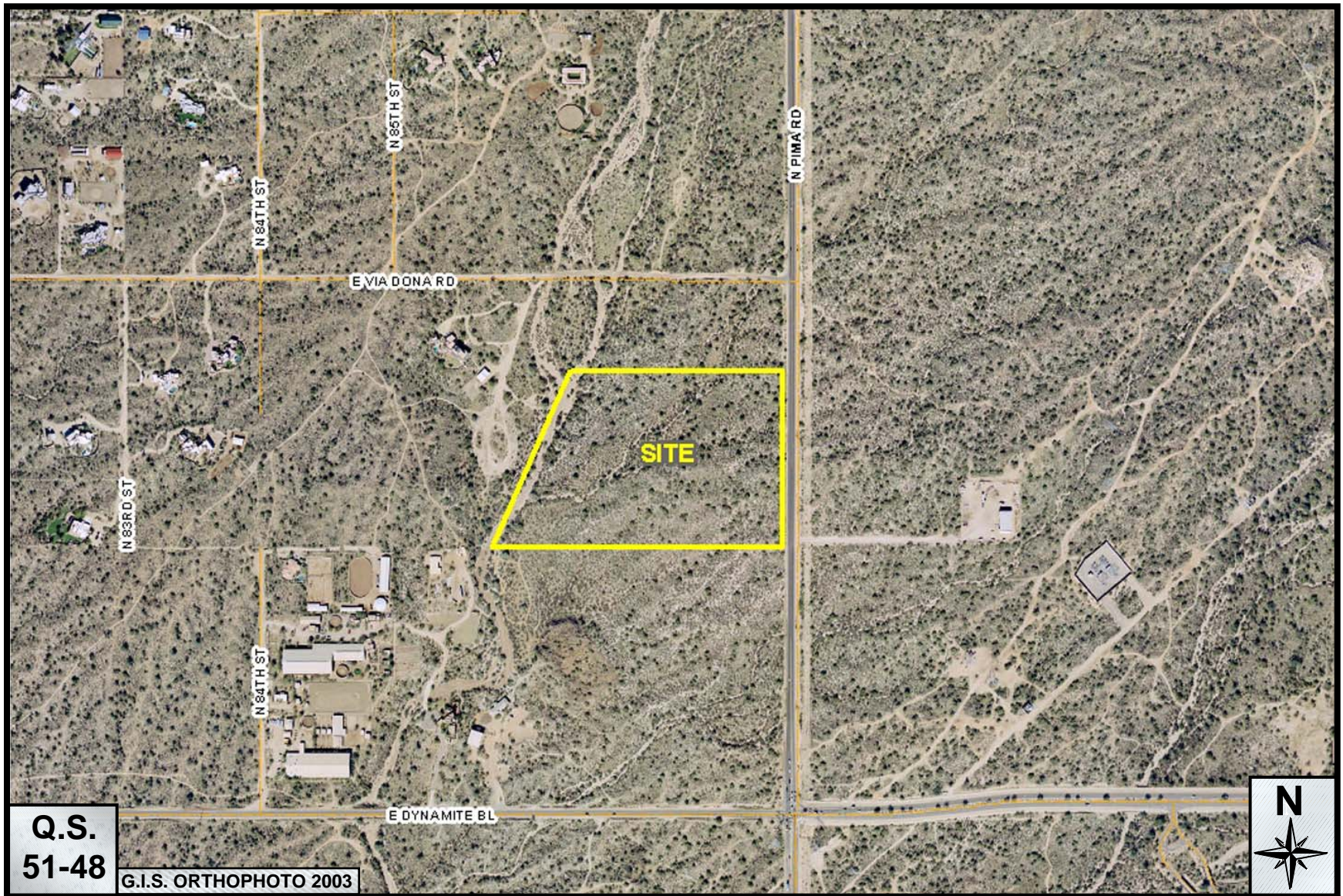
28700 north pima road

scottsdale, arizona 85262

APN: 216-70-008

case# 49-PA-2006

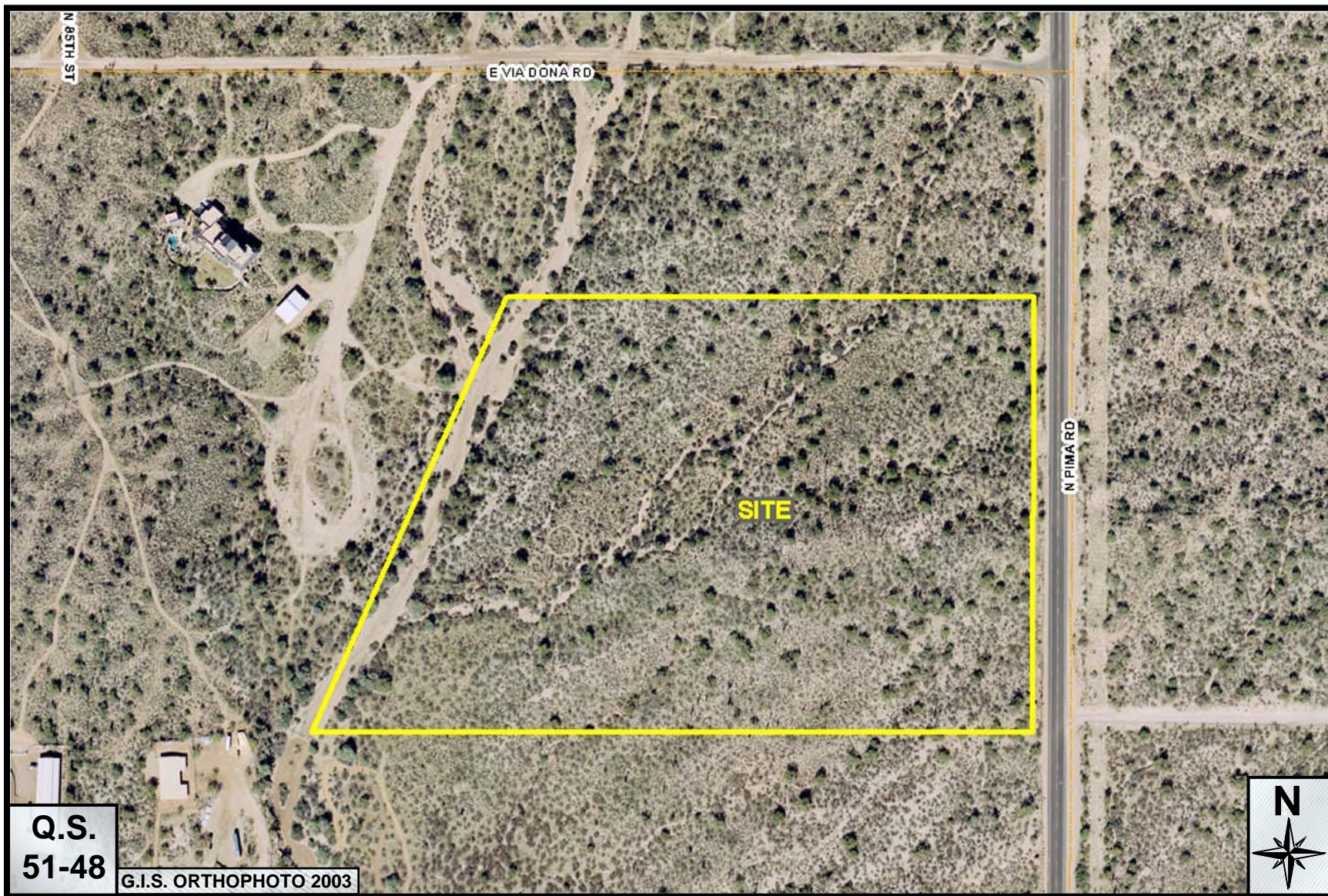
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Scottsdale First Assembly Dream Center

36-DR-2003 #2

ATTACHMENT #2

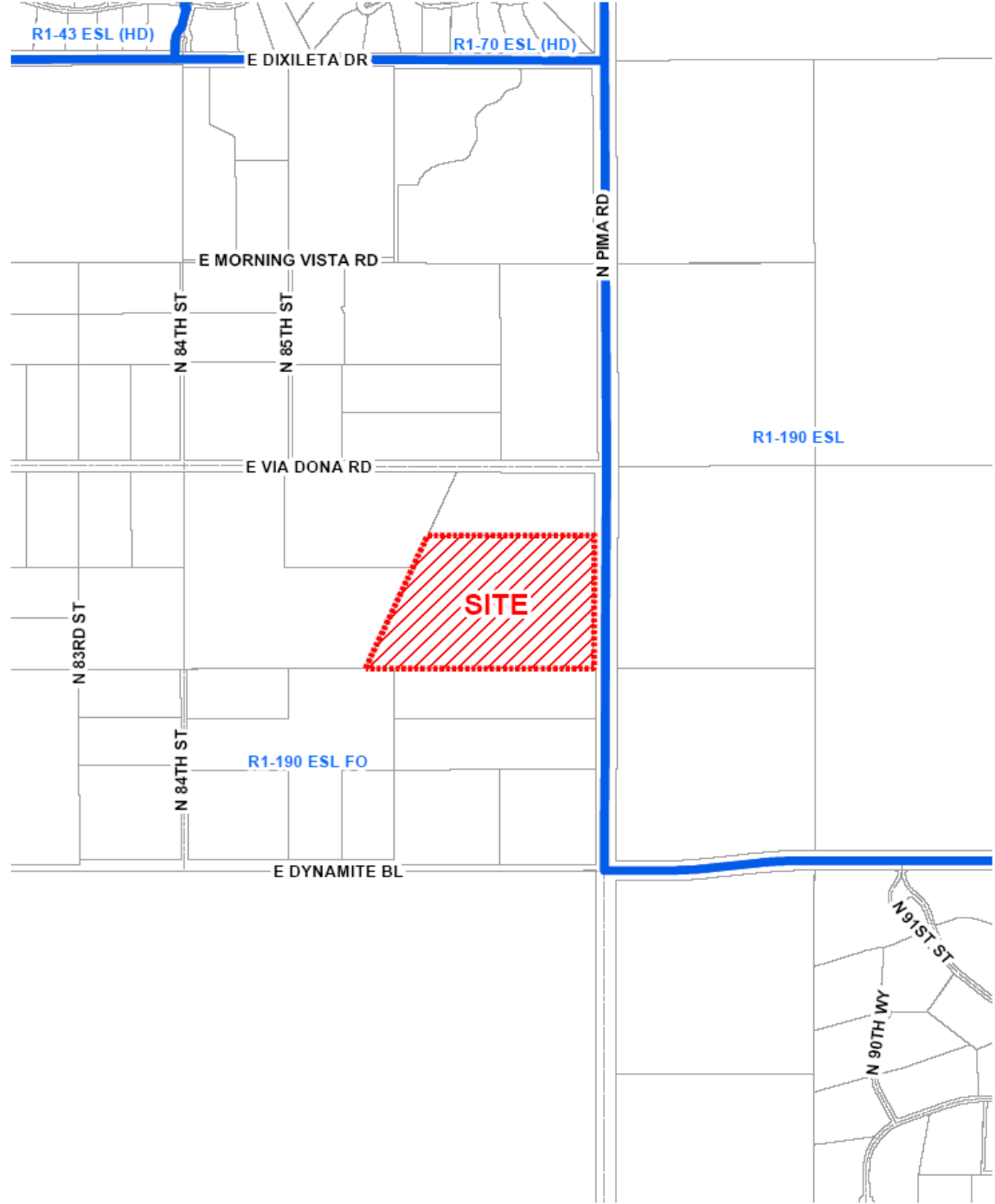


Scottsdale First Assembly Dream Center

36-DR-2003 #2

ATTACHMENT #2A

Zoning Map



site legend

- EXISTING NAOS BOUNDARY
- SCENIC CORRIDOR
- RIGHT-OF-WAY
- BUILDING SETBACK
- PROPERTY LINE
- EXISTING IMPROVEMENTS
PER 36-DR-2003

A1.0

site plan

1" = 50'-0"

scottsdale first assembly
DREAM CENTER
monument sign in scenic corridor

28700 north pima road

scottsdale, arizona 85268

APR 21/07 TO 00N

case# 49-PA-2007



25 february 2007

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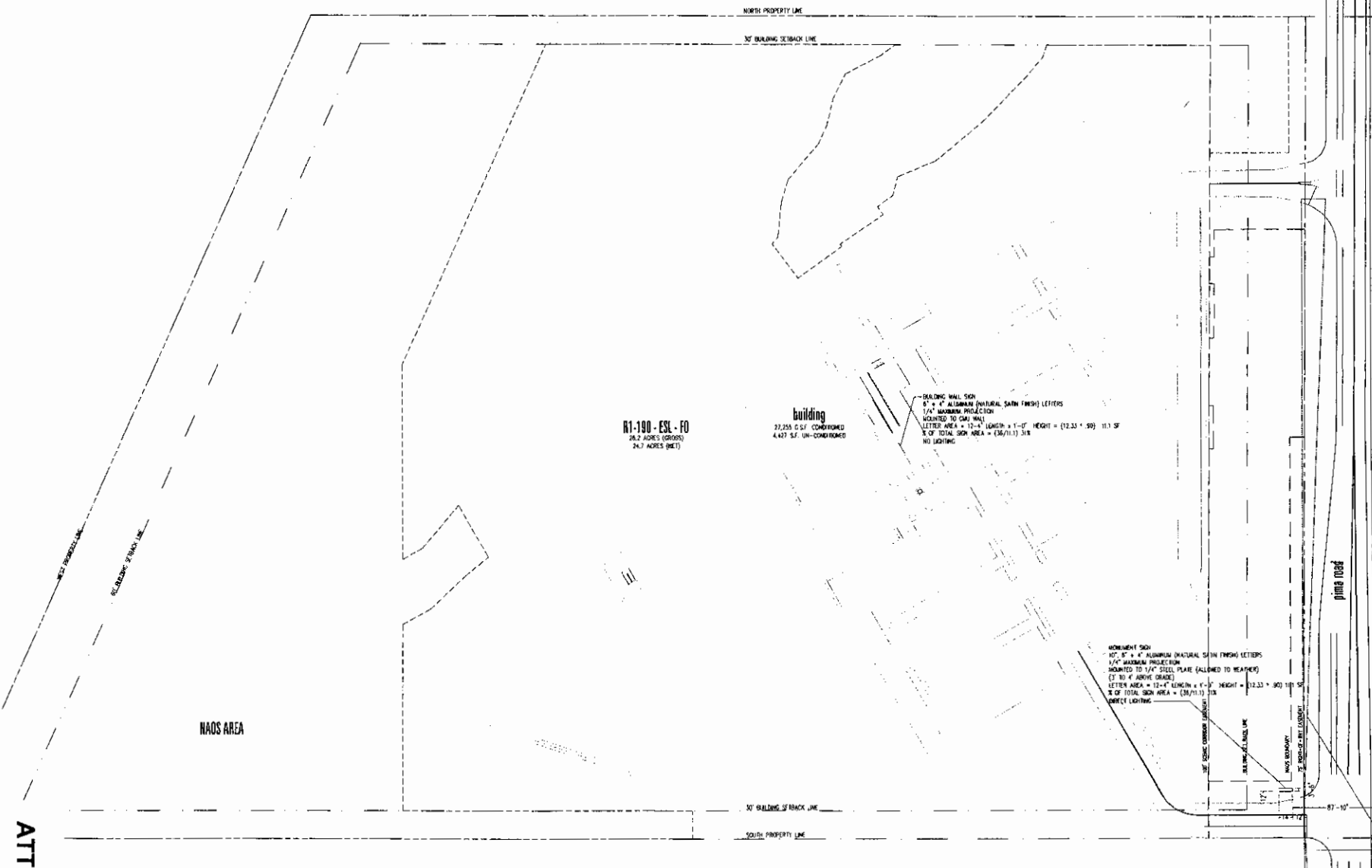
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R1-180 - ESL - FO
26.2 ACRES (GROSS)
24.7 ACRES (NET)

building
22,255 G.S.F. CONDORMED
4,427 S.F. UN-CONDORMED

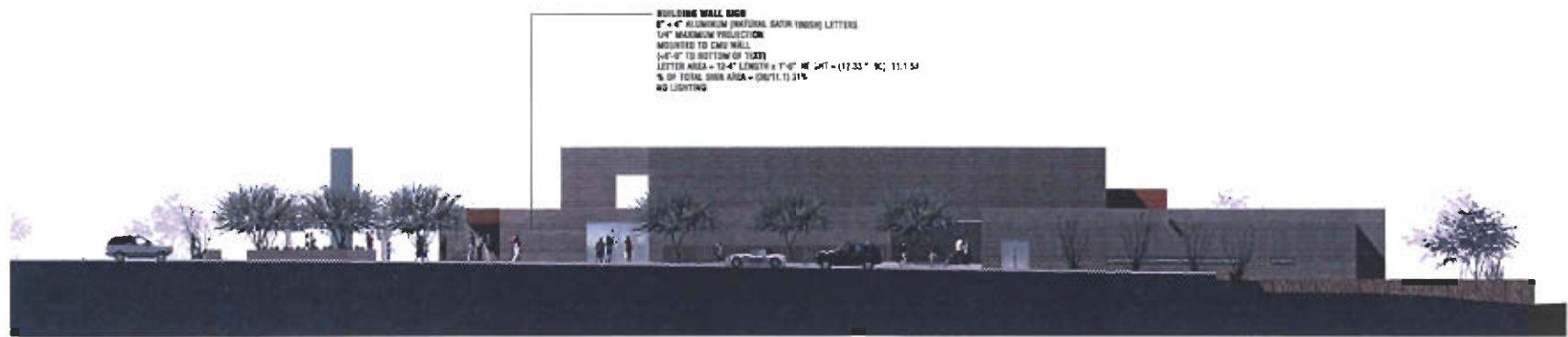
BUILDING WALL SIGN
8" x 4" ALUMINUM (NATURAL SATIN FINISH) LETTERS
1/4" MAXIMUM PROJECTION
MOUNTED TO CONCRETE WALL
LETTER AREA = 12'-4" LENGTH x 4'-8" HEIGHT = (12.33 x 50) 61.7 SF
% OF TOTAL SIGN AREA = (36/11.1) 31%
NO LIGHTING

MONUMENT SIGN
10" x 8" x 4" ALUMINUM (NATURAL SATIN FINISH) LETTERS
1/4" MAXIMUM PROJECTION
MOUNTED TO 1/4" STEEL PLATE (PAIRED TO WEATHER)
(3' TO 4' ABOVE GRADE)
LETTER AREA = 12'-4" LENGTH x 4'-8" HEIGHT = (12.33 x 50) 61.7 SF
% OF TOTAL SIGN AREA = (36/11.1) 31%
DIRECT LIGHTING

1 site plan

36-DR-2003#2
REV: 3/14/06

ATTACHMENT #4



1 east elevation - building mounted sign
 A2.0 SCALE: 1/4" = 1'-0"

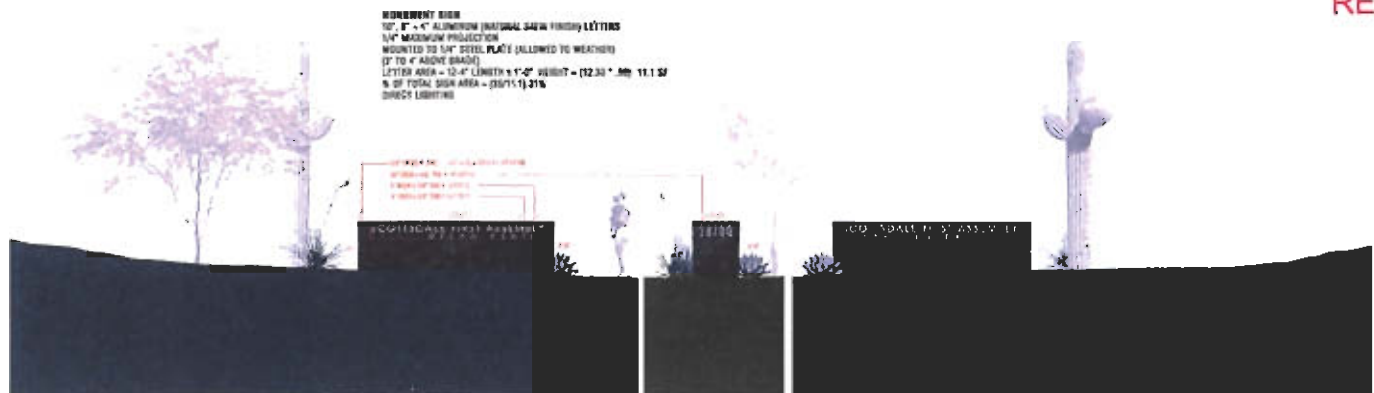
A2.0
 1/12/13

scottsdale first assembly
DREAM CENTER
 monument sign in scenic corridor
 29100 north pine road
 scottsdale, arizona 85063
 APN 216-70-008

36-DR-2003#2
 REV: 3/14/2006

28 february 2006
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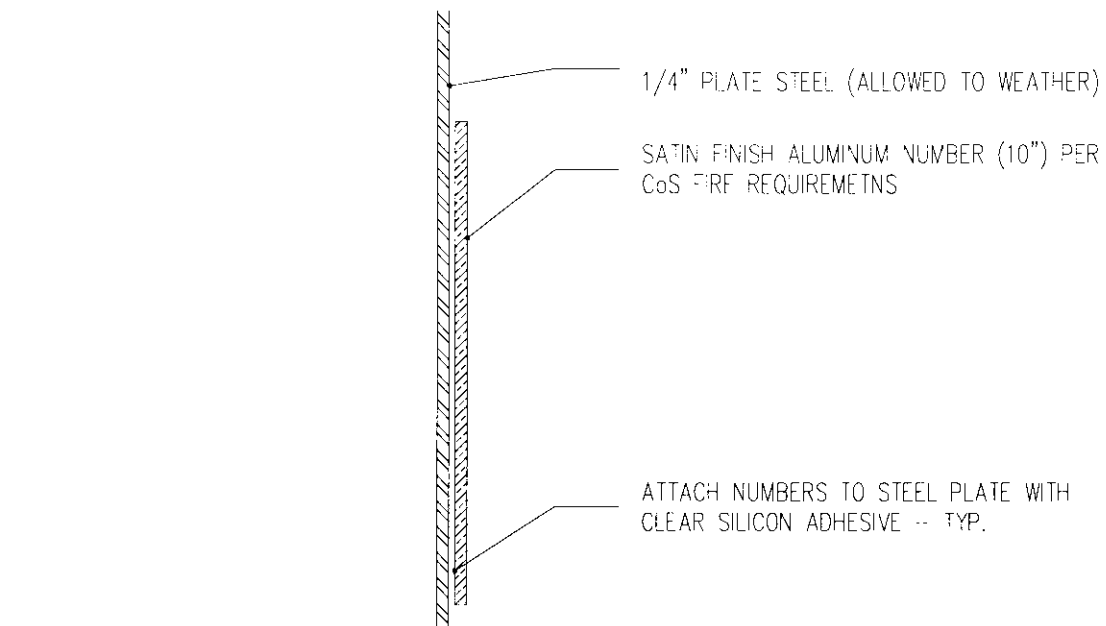
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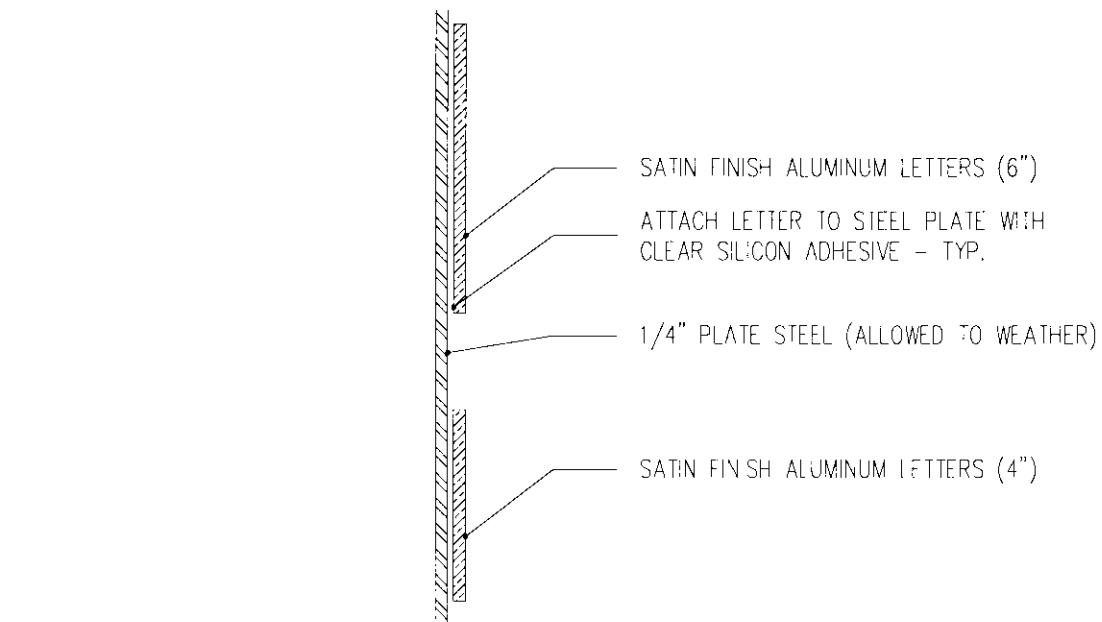
4 monument sign - south elevation
 A2.0 SCALE: 1/4" = 1'-0"

3 monument sign - east elevation
 A2.0 SCALE: 1/4" = 1'-0"

2 monument sign - north elevation
 A2.0 SCALE: 1/4" = 1'-0"



3 10" mounting detail - steel
SCALE: 3" = 1'-0"



4 6" + 4" mounting detail - steel
SCALE: 3" = 1'-0"

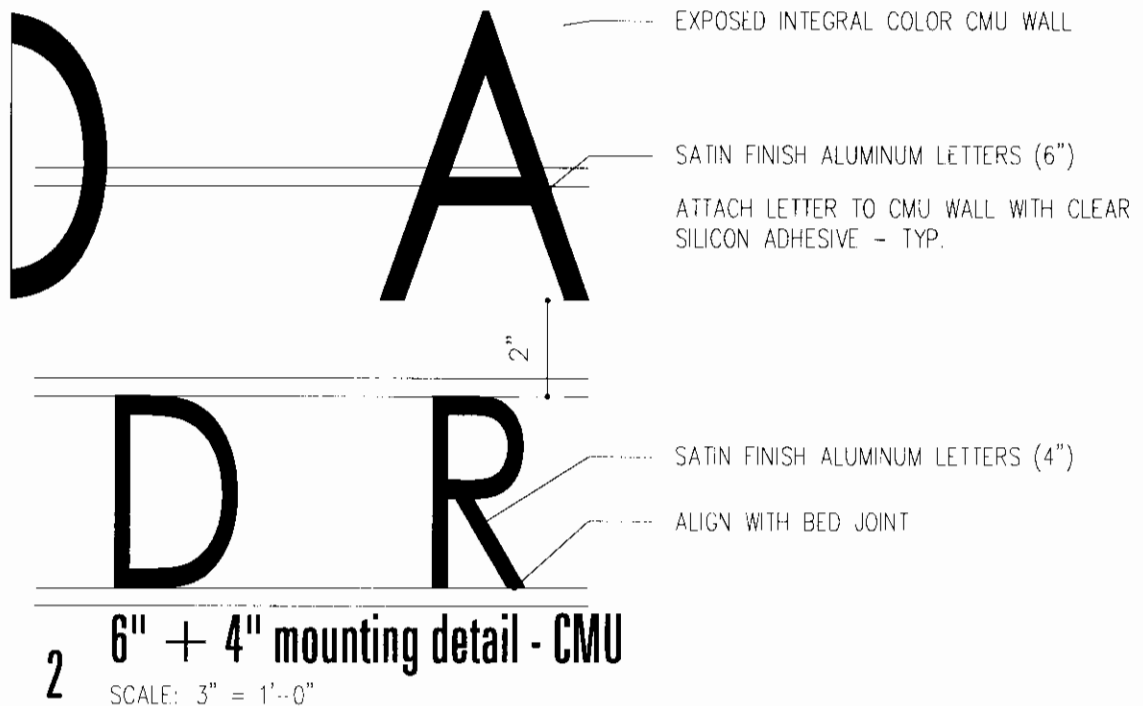
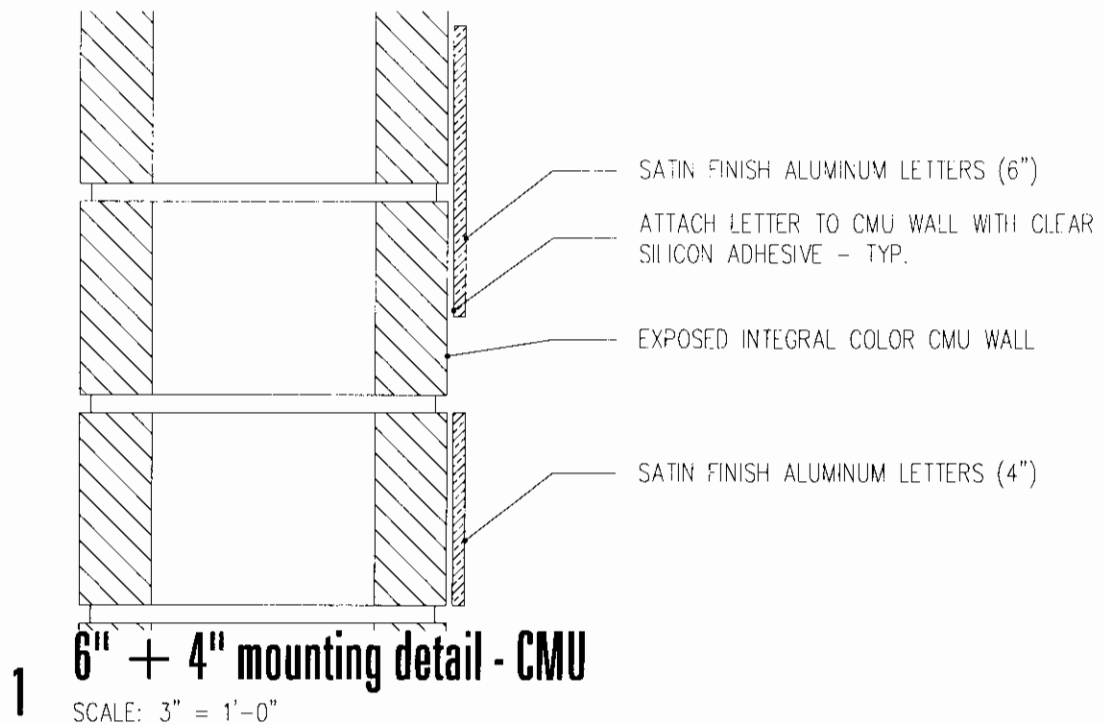
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scottsdale first assembly

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DREAM CENTER
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ATTACHMENT #6



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ATTACHMENT #7

APN: 216-70-008
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12'-4"

1'-0"

SCOTTSDALE FIRST ASSEMBLY
D R E A M C E N T E R

8'-2"

10"

28700

A B C D E F G H I J K L M N O P Q R S T U X W Y Z

6" tall x 1/4" thick | aluminum | natural satin finish | flat wall mount

A B C D E F G H I J K L M O P Q U S T U Y V W X Y Z

4" tall x 1/4" thick | aluminum | natural satin finish | flat wall mount

1 2 3 4 5 6 7 8 9 0

10" tall x 1/4" thick | aluminum | natural satin finish | flat wall mount

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ATTACHMENT #8

36-DR-2003#2
REV: 3/14/06

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**Stipulations for Case:
Scottsdale First Assembly Dream Center
36-DR-2003#2**

Unless otherwise stated, the applicant agrees to complete all requirements prior to final plan approval, to the satisfaction of Project Coordinator and the Final Plans staff.

PLANNING

APPLICABLE DOCUMENTS AND PLANS:

DRB Stipulations

1. Except as required by the City Code of Ordinances, Zoning Regulations, Subdivision Regulations, and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. Architectural elements, including dimensions, materials, form, color, and texture, shall be constructed to be consistent with the building elevations submitted by DeBartolo Architects with a submittal date of March 14, 2006.
 - b. The location and configuration of all site improvements related to monument sign shall be constructed to be consistent with the site plan submitted by DeBartolo Architects with a submittal date of March 14, 2006.

ARCHITECTURAL DESIGN:

DRB Stipulations

SITE DESIGN:

DRB Stipulations

2. The site plan submittal for building permits shall show the sight distance triangles as determined per the city's DS&PM and as calculated by a registered engineer.

EXTERIOR LIGHTING DESIGN:

DRB Stipulations

2. All exterior light poles, pole fixtures, and yokes shall be a flat black or dark bronze.
3. Building Mounted Lighting:
 - a. All luminaires shall be recessed or shielded so the light source is not directly visible from property line. Wall mounted luminaires shall contain house side shields, and be mounted on a minimum 4-inch long bracket that is mounted perpendicular to the wall.
3. Landscape Lighting
 - a. All landscape sign lighting directed upward shall utilize the extension visor shields to limit the view of the lamp source.
 - b. All landscape sign lighting directed upward, shall be aimed away from property line.
 - c. The landscape sign lighting lamp shall be an incandescent or halogen incandescent source, and shall not exceed 50 watts.

ATTACHMENT A

RELEVANT CASES:

Ordinance

1. At the time of review, the applicable DRB case for the subject site is 36-DR-2003.

ENGINEERING

The following stipulations are provided to aid the developer in submittal requirements, and are not intended to be all inclusive of project requirements. The developer shall submit engineering design reports and plans that demonstrate compliance with city ordinances, the Scottsdale Revised Code and the Design Standards and Policies Manual.

4. Sight distance easements shall be dedicated over sight distance triangles.
 - a. Sight distance triangles must be shown on final plans to be clear of landscaping, signs, or other visibility obstructions between 2 feet and 7 feet in height.
 - b. Refer to the following figures: 3.1-13 and 3.1-14 of Section 3.1 of the City's Design Standards and Policies Manual, published December 1999.